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RELEASED IN PART
B6, B1, 1.4(D)

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ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
	DODE-00	DOEE-00	SRPP-00	DS-00	EB-00	EXIM-01	E-00.
	FRB-00	H-01	TEDE-00	INR-00	ITC-01	L-01	ADS-00
	NSAE-00	OMB-01	OPIC-01	PA-00	PM-00	PRS-00	P-00
	SP-00	SSO-00	STR-00	T-00	FMP-00	PMB-00	DSCC-00
	DRL-02	G-00	SAS-00	/019W			

-----81BD76 141051Z /22

R 131110Z NOV 98
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC 2256
INFO CIA WASHDC
DIA WASHDC
NSC WASHDC
USIA WASHDC 1937
USDOC WASHDC 3239
DEPT OF TREASURY WASHDC
USCINCSO MIAMI FL
AMEMBASSY BOGOTA
AMEMBASSY QUITO
AMEMBASSY LIMA
AMEMBASSY LA PAZ
AMEMBASSY MEXICO
AMEMBASSY GEORGETOWN
AMEMBASSY PORT OF SPAIN
USINT HAVANA

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C O N F I D E N T I A L SECTION 01 OF 04 CARACAS 003416

E.O. 12958: DECL: 10/28/08
TAGS: PGOV, PREL, ECON, EFIN, VE
SUBJECT: POLLING THE POLLSTERS: DATANALISIS (REPORT 6 OF 9)

REF: (A) CARACAS 3287; (B) CARACAS 3320; (C) CARACAS 3332; (D)
CARACAS 3357; (E) CARACAS 3378; (F) CARACAS 3392

CLASSIFIED BY REASON:
1.5(D)

B6

SUMMARY AND INTRODUCTION: DATANALISIS

n/a

UNITED STATES DEPARTMENT OF STATE
CLASSIFIED BY DEPT. OF STATE, L. HEDGBETH, DAS, A/GIS
REVIEW AUTHORITY: OSCAR J OLSON
CLASSIFICATION: CONFIDENTIAL REASON: 1.4(D)
DECLASSIFY AFTER: 12 NOV 2023
DATE/CASE ID: 22 JUL 2009 200503654

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METHODOLOGY: SECOND ONLY TO DATOS

3. (U) DATANALYSIS DOES MONTHLY, NATIONWIDE POLLS OF 1200
RESPONDENTS COVERING POLITICAL TOPICS. IT ALSO DOES STATEWIDE
POLLING IN SEVERAL STATES. [REDACTED]

[REDACTED] DATANALYSIS HAS A FULL-TIME, PROFESSIONAL FIELD FORCE. [REDACTED]

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[REDACTED] DATANALYSIS USES A MULTI-STAGE, PROBABILITY SAMPLE
STRATIFIED BY REGION AND SOCIO-ECONOMIC STATUS, UNTIL THE
RESPONDENT SELECTION STAGE, WHERE QUOTAS ARE USED FOR GENDER AND
AGE. FACE-TO-FACE INTERVIEWS ARE DONE IN HOMES OF INTERVIEWEES.
DATANALYSIS SAMPLES INCLUDE BOTH URBAN AND RURAL AREAS IN
PROPORTION TO THE POPULATION. [REDACTED]

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[REDACTED] DATANALYSIS USES ALMOST 300
SAMPLE POINTS PER SURVEY, OR ONLY 4 INTERVIEWS PER SAMPLE POINT.
IN RURAL AREAS, THEY MAKE SURE THEY GET OFF THE MAIN ROAD. [REDACTED]

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[REDACTED]
MOST POLLSTERS TAKE THEIR RURAL SAMPLE FROM EASILY ACCESSIBLE AREAS

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AROUND THE MAJOR ROADS GOING OUT OF URBAN AREAS.

PEOPLE LIVING AROUND MAJOR
ROADS TEND TO THINK LIKE URBAN PEOPLE. (THIS IS A COMMON PROBLEM
WITH LATIN AMERICAN POLLS.) DATANALISIS' SAMPLE DESIGN IS BASED ON
THE CENSUS. IT UTILIZES A LOCAL AND CENTRAL SUPERVISOR IN EACH
REGION. 30-40 PERCENT OF INTERVIEWS ARE VERIFIED/SUPERVISED.

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4. (U) THE GOOD THINGS ABOUT DATANALISIS' METHODOLOGY:

-- BOTH URBAN AND RURAL AREAS ARE SAMPLED (DATANALISIS IS PROBABLY
SAMPLING THE DEEPEST INTO THE RURAL AREAS), THE HIGH NUMBER OF
SAMPLE POINTS, A REASONABLE NUMBER OF INTERVIEWS PER SURVEY, AND
THE HIGH PERCENTAGE OF SUPERVISION/VERIFICATION ALL ADD CONFIDENCE
TO THEIR RESULTS.

-- VOTE INTENTION QUESTION IS AT THE START OF THE INTERVIEW,

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ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
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	FRB-00	H-01	TEDE-00	INR-00	ITC-01	L-01	ADS-00
	NSAE-00	OMB-01	OPIC-01	PA-00	PM-00	PRS-00	P-00
	SP-00	SSO-00	STR-00	T-00	FMP-00	PMB-00	DSCC-00
	DRL-02	G-00	SAS-00	/019W			

-----814C26 131155Z /38

R 131110Z NOV 98
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC 2257
INFO CIA WASHDC
DIA WASHDC
NSC WASHDC
USIA WASHDC 1938
USDOC WASHDC 3240

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DEPT OF TREASURY WASHDC
USCINCSO MIAMI FL
AMEMBASSY BOGOTA
AMEMBASSY QUITO
AMEMBASSY LIMA
AMEMBASSY LA PAZ
AMEMBASSY MEXICO
AMEMBASSY GEORGETOWN
AMEMBASSY PORT OF SPAIN
USINT HAVANA

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SUBJECT: POLLING THE POLLSTERS: DATANALISIS (REPORT 6 OF 9)

REF: (A) CARACAS 3287; (B) CARACAS 3320; (C) CARACAS 3332; (D)
REDUCING THE LIKELIHOOD OF BIAS. DATANALISIS SEEMS TO BE DOING THE
BEST RESEARCH AFTER DATOS. DATANALISIS IS ONLY INTERVIEWING
REGISTERED VOTERS FOR THEIR ELECTION POLLS.

5. (U) THE BAD THINGS ABOUT DATANALISIS' METHODOLOGY:

-- USE OF QUOTAS REDUCES THE] OF ITS SAMPLE.

-- GOING INTO THE BARRIOS ONLY IN THE MORNING MEANS THAT
DATANALISIS INTERVIEWERS ARE MOST LIKELY INTERVIEWING HOUSEWIVES
AND THE UNEMPLOYED IN THE D AND E CLASSES, WHICH COULD SKEW
RESULTS.

-- THE SAMPLE FRAME DOES NOT INCLUDE ALL SMALL TOWNS IN VENEZUELA.
THIS MEANS THAT AT LEAST IN THE SMALL TOWN SEGMENT, DATANALISIS'
POLLS ARE NOT REALLY REPRESENTATIVE OF THE POPULATION BECAUSE THEIR
SAMPLE UNIVERSE IS RESTRICTED TO SMALL TOWNS THEY HAVE BEEN TO
BEFORE. THIS IS A COMMON PROBLEM IN LATIN AMERICA. POLLSTERS IN
LATIN AMERICA OFTEN DRAW MORE A SAMPLE OF CONVENIENCE, RATHER THAN
A TRULY RANDOM SAMPLE IN THE SMALL TOWN AND BELOW LEVEL. POLLSTERS
SHOULD REDRAW THEIR SAMPLE POINTS FOR EACH SURVEY. AT LEAST
DATANALISIS IS MAKING AN EFFORT TO GET AN ACCURATE RURAL SAMPLE.
MOST POLLSTERS JUST INTERVIEW OFF THE MAIN ROAD IN THE RURAL AREAS,
IF THEY GO THERE AT ALL.

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ELECTION ANALYSIS: THE SKY IS FALLING

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THE POOR

ARE MORE RADICAL THAN IN 1993. CALDERA DID NOT
BRING THE CHANGE THEY HAD HOPED FOR, AND THINGS HAVE INSTEAD ONLY
GOTTEN WORSE. INSTEAD OF MIGRATING TO A MORE MODERATE REFORMER,
LIKE VELASQUEZ, VOTERS ARE MOVING TO CHAVEZ.

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THE IMF MONEY WAS
STOLEN, THE ECONOMY STAGNATED (EXACERBATED BY THE OIL PRICE
DECLINE), AND VENEZUELA WAS LEFT WITH A HUGE DEBT THAT IT COULD NOT
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PAY OFF. THIS SITUATION PRODUCED CHAVISMO.

THE NOVEMBER ELECTIONS

9. (U) AS FOR THE NOVEMBER ELECTIONS, TRADITIONAL
PARTIES WILL WIN THE MAJORITY OF THE GOVERNORSHIPS AND
CONGRESSIONAL SEATS. CHAVEZ WILL HAVE A STRONG SHOWING IN THE
CONGRESS, PROBABLY 30 PERCENT OF THE SEATS (17 PERCENT MVR, 10
PERCENT MAS, 3 PERCENT PPT.)

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THE RESULTS TEND TO AGREE WITH ESCUELA'S POLLS IN
STATES THAT ESCUELA COVERED. PROJECTED WINNERS BY PARTY:

AD (12)

MERIDA
ZULIA
TRUJILLO
APURE

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ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
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	FRB-00	H-01	TEDE-00	INR-00	ITC-01	L-01	ADS-00
	NSAE-00	OMB-01	OPIC-01	PA-00	PM-00	PRS-00	P-00
	SP-00	SSO-00	STR-00	T-00	FMP-00	PMB-00	DSCC-00
	DRL-02	G-00	SAS-00	/019W			

-----81BB5C 141015Z /22

R 131110Z NOV 98
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC 2258
INFO CIA WASHDC
DIA WASHDC
NSC WASHDC
USIA WASHDC 1939
USDOC WASHDC 3241
DEPT OF TREASURY WASHDC
USCINCSO MIAMI FL
AMEMBASSY BOGOTA
AMEMBASSY QUITO
AMEMBASSY LIMA
AMEMBASSY LA PAZ
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BOLIVAR
BARINAS
COJEDES
MONAGAS
AMAZONAS
SUCRE
GUARICO
DELTA AMACURO

COPEI (3)

FALCON
TACHIRA
MIRANDA

MAS (2)

ARAGUA
LARA

(NOTE: SEE REF F FOR PRELIMINARY RESULTS OF REGIONAL ELECTIONS.
AD WON 8 STATE GOVERNORSHIPS, COPEI 5, MAS 3, MVR 2, PROYECTO
VENEZUELA 1, AND CONVERGENICA 1. THE RACES IN VARGAS AND GUARICO

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STILL HAVE NOT BEEN CALLED. FRNACISCO ARIAS CARDENAS'S VICTORY IN
ZULIA WAS AN ALLIED EFFORT WHICH COULD BE COUNTED IN EITHER THE
COPEI OR MVR COLUMN. END NOTE)

10. (U) PROYECTO VENEZUELA WILL WIN CARABOBO, AN INDEPENDENT WILL
WIN IN YARACUY. VARGAS COULD GO EITHER TO AD OR MVR. PORTUGUESA
COULD GO TO MAS, COPEI, OR AD. NUEVA ESPARTA COULD GO TO COPEI OR
AD. CAUSA R WILL WIN ANZOATEGUI

DECENTRALIZATION HAS SEPARATED THE CONGRESS AND REGIONAL LEADERSHIP
FROM THE PRESIDENCY IN MOST VENEZUELAN MINDS. DATANALISIS'
OCTOBER POLL RESULTS PUBLISHED IN EL UNIVERSAL ON OCTOBER 30 SHOWED
CHAVEZ AT 45 POINTS AND SALAS CATCHING UP AT 39. CHAVEZ IS
BEGINNING TO LOSE VOTERS DUE TO HIS RECENT RADICAL STATEMENTS, SUCH
AS THREATENING TO BOIL THE ADECOS IN OIL, THE CONTINUAL CHANGING
BACK AND FORTH OF CHAVEZ'S MESSAGE, AND ALSO THE AD'S ANTI-CHAVEZ
AD CAMPAIGN.

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A TWO-WAY RACE, DATANALYSIS' POLLS SHOW THAT SALAS WOULD BEAT
CHAVEZ. IN A THREE-WAY RACE THAT INCLUDES ALFARO, CHAVEZ WINS.

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ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
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	SP-00	SSO-00	STR-00	T-00	FMP-00	PMB-00	DSCC-00
	DRL-02	G-00	SAS-00	/019W			

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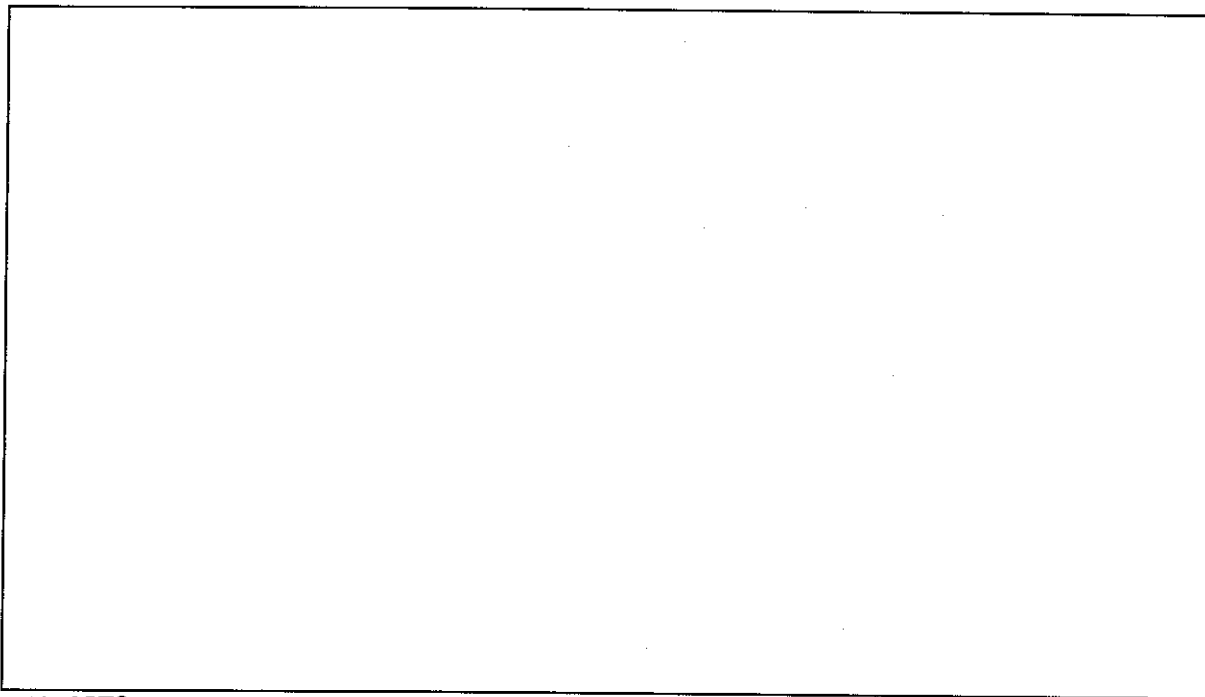
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